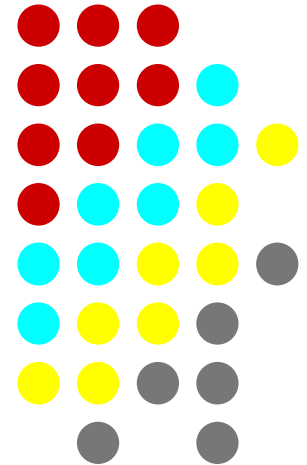


Social Development



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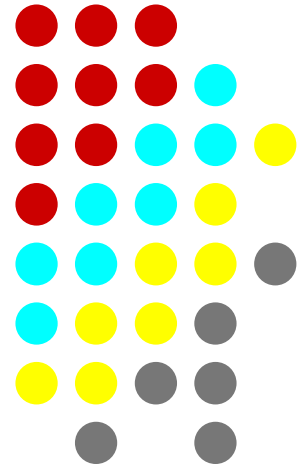
Social Work Intervention

Unit- III

Macro Level Intervention

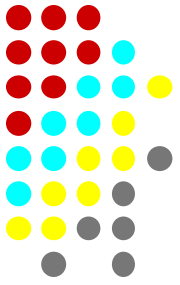


Topic- Social Development



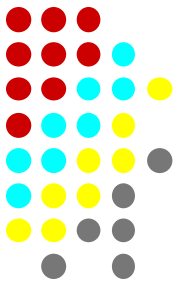


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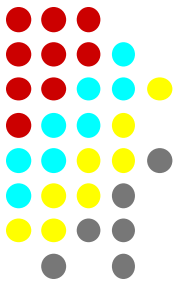
- Meaning of Social Development
- Social Development First Used
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Meaning



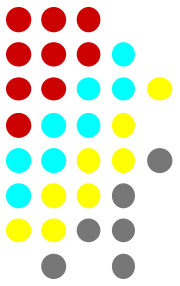
The term 'social development' came to lime light at a point where it was felt that development in true sense cannot be attained only through economic advancement and there is an urgent need for a holistic and multi-dimensional approach.

Social Development First Used

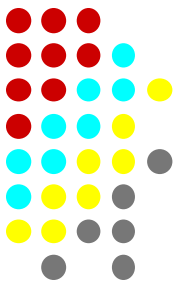


- Social development was identified as a panacea for the problem of development in United Nation's Report on the World Situation in the nineteen fifties.
- In India the term 'Social development' was first used in Indian Council of Social Welfare in the year 1973.

Concept



- Social development it is generally understood to comprise of a set of objectives including equity and social justice, which subsume additional objectives including social inclusion, sustainable livelihoods, gender equity, increased voice and participation.
- Social development is a process of social change, not merely a set of policies and programs instituted for some specific results.

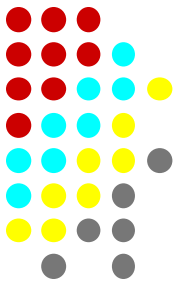


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Social development can be described as the process of increasing:

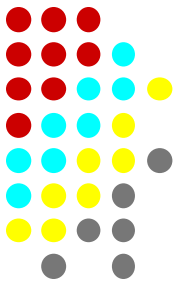
- the assets and capabilities of individuals to improve their wellbeing,
- the capacity of social groups to exercise agency, transform their relationships with other groups, and participate in development processes,
- the ability of society to reconcile the interests of its constituent elements, govern itself peacefully, and manage change.

Definitions



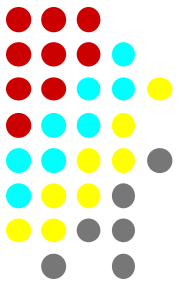
- M.S. Gore, a famous sociologist and social work scientist of India defined social development ‘as a process of bringing about totality of the socio-economic, political, social and cultural development of the society’.
- The journal “International Social Development Review-1971, page-17 by UNO, said, “social development is: human aspect, raising income, equitable distribution of materials, structural changes to create a favorable condition for inclusive growth etc”.

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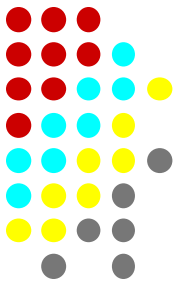
- John stated, “Social development is the process of planned institutional change to bring about a better correspondence between human need on the one hand and social policies and programmes on the other”.
- Devi writes , “Social development is a comprehensive concept which implies major structural changes-political, economic and cultural, which are introduced as a part of deliberate action to transform the society”.
- UNO highlights that social development identified with the greater capacity of the social system, social structure, institutions, services and policies to utilize resources to generate favorable changes in the level of living.

Indicators of Social development



Some generally accepted major indicators of social Development are:

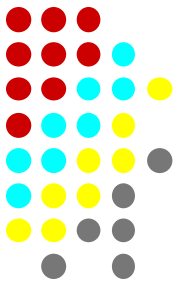
1. Positive change in the levels of living
2. Elimination of poverty
3. Expansion of education
4. Increasing in the level of employment
5. Social justice- that is equal distribution of development fruits.
6. Upliftment of weaker members of the society



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7. Well organized and reliable provisions for security against various contingencies of life.
8. Improvement of social welfare measures
9. Reduction of regional and sectoral inequalities
10. Protection and improvement of health.
11. Increased popular participation in the developmental programmes.
12. Improved mechanisms for environment protection
13. Good governance

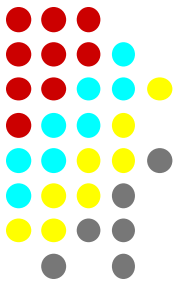
Objectives of Social Development



The main purpose of social development is to raise the standard of living of individuals in the society. Some of the objectives adopted by most of the nations for their social development are:

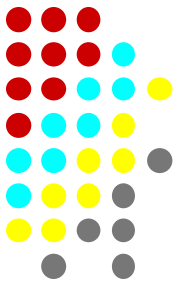
1. A shift in emphasis from the individual to larger collectivities, encompassing the poor majority or greater emphasis on collective betterment.
2. To define social goals in terms of the satisfaction of human needs.
3. To improve the quality of life
4. To create a redistributive institutional structure for the attainment of new social objectives.

Objectives of Social Development



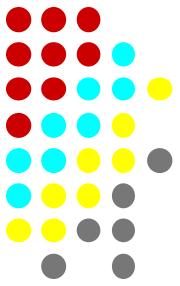
5. To evolve a broad strategy for organizational and value change to ensure speedy attainment of redefined social goals.
6. To formulate indicators so as to evaluate social progress and to assess emerging social needs
7. To set up monitoring mechanisms to ensure that the growth levels are measurable and sustainable
8. To anticipate upcoming growth-related and other problems and to prepare for handling them quickly and effectively.
9. To create an ethos in which it is possible to question and rethink the appropriateness and adequacy of existing social formations and to work towards their restructuring.

Principles of social development



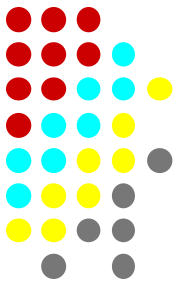
1. We define social development in its broadest social terms as an upward directional movement of society from lesser to greater levels of energy, efficiency, quality, productivity, complexity, comprehension, creativity, choice, mastery, enjoyment and accomplishment.
2. Growth and development usually go together, but they are different phenomena subject to different laws. Growth involves a horizontal or quantitative expansion and multiplication of existing types and forms of activities. Development involves a vertical or qualitative enhancement of the level of organization.
3. Social development is driven by the subconscious aspirations/will of society for advancement. The social will seeks progressive fulfillment of a prioritized hierarchy of needs – security of borders, law and order, self-sufficiency in food and shelter, organization for peace and prosperity, expression of excess energy in entertainment, leisure and enjoyment, knowledge, and artistic creativity.

Principles of social development



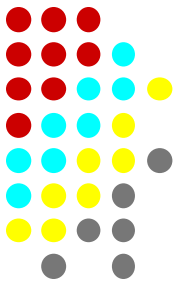
4. Development of society occurs only in fields where that collective will is sufficiently strong and seeking expression.
5. Development of the collective is subconscious. It starts with physical experience which eventually leads to conscious comprehension of the process.
6. Society is the field of organized relationships and interactions between individuals.
7. Every society possesses a huge reservoir of potential human energy that is absorbed and held static in its organized foundations—its cultural values, physical security, social beliefs and political structures. At times of transition, crises and opportunities, those energies are released and expressed in action.

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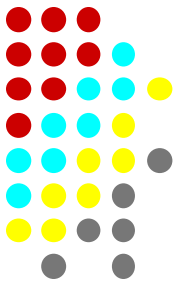
8. The act is the basic unit of social organization. The evolution of more complex and productive activities woven together by people to form systems, organizations, institutions and cultural values constitute the fabric or web of social organization.
9. The essential nature of the development process is the progressive development of social organizations and institutions that harness and direct the society's energies for higher levels of accomplishment.
10. Development requires an enormous investment of energy to break existing patterns of social behavior and form new ones.

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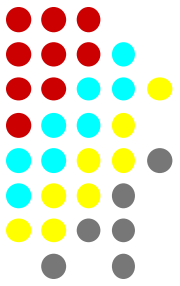


11. Development is a process, not a program. Development is an activity of the society as a whole. It can be stimulated, directed or assisted by government policies, laws and special programs, but it cannot be compelled or carried out by administrative or external agencies on behalf of the population.
12. Infinity is a practical concept. Human potential is unlimited. Development potential is infinite.
13. The same principles and process govern development in different fields of social life – political, economic, technological, scientific, cultural, etc.
14. The same principles and process govern development at the level of the individual, the organization and the society.

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THANK YOU